

X 5/15/50

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR
 FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

march

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

april

S	M	T	W	T	F	S
			1			
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
2 ³ / ₃₀	24	25	26	27	28	29

may

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

june

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

july

S	M	T	W	T	F	S
			2	3	4	5
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

august

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

september

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

october

S	M	T	W	T	F	S
			1	2	3	4
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

november

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

december

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
2 ⁴ / ₃₁	25	26	27	28	29	30

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 15, 1950</u>			
Monday May 15	PREVIEW AND OPENING OF HAWAIIAN SHOP	GIMBELS	2ND FLOOR HAWAIIAN SHOP
10:30 A.M.	Gimbels will open its Hawaiian shop with a preview for the press of misses, children's and men's fashions, made for Gimbels in Honolulu. Attendance by invitation. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Monday May 15	PRESS PREVIEW OF FASHIONS FOR GOLF	CAROL CRAWFORD, INC.	GOVERNOR'S ISLAND FT. JAY GOLF COURSE
10:30 A.M.	The first special event of Armed Forces Week will be a golfing exhibition by women from the four armed services. The Carol Crawford "Golfer" will be introduced to the press. By invitation only. Publicity: Sukie Rand, Saul Krieg Associates, LU. 2-1815.		
Monday May 15	PRESS PREVIEW: FALL AND WINTER GLOVES	JULIUS KAYSER & CO.	RITZ-CARLTON HOTEL CARLTON SUITE
12:30 P.M. Luncheon	Kayser will present a press showing of gloves during luncheon. By invitation only. Publicity: Helen Gardner, Cecil & Presbrey, PL. 5-8200.		
Monday May 15	SHOWING OF FALL VOLUME SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
2:00 P.M.	Preview for press and trade of popular priced Fall 1950 shoe fashions, coordinated with Fall ready-to-wear and accessories. Sponsored by the National Association of Shoe Chain Store and the New England Shoe and Leather Association during Market Week, May 15-May 20. Sets and staging: Chester Gash, Merchandising Arts, Inc. By ticket only. Fashion Director and Publicity: Sylvie Hamilton, Fashion Mating, PE. 6-0583. For tickets, contact: Edward Atkins, MU. 2-8705.		
Monday May 15	PREVIEW OF FALL COATS AND SUITS	SAM SILBERSTEIN CORP.	512 SEVENTH AVENUE SHOWROOM-3RD FLOOR
4:00 P.M. Cocktails	Press showing of Sam Silberstein's coats and suits for Fall 1950. Attendance by invitation only. Publicity: Laura Benham, RE. 7-8230.		
Beginning Monday May 15	FALL OPENING FOR PRESS AND TRADE	SIMON COHEN & CO., INC.	512 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	Simon Cohen will present Fall coats and suits to the press and trade, beginning Monday, May 15, at 10:30 A.M., 1:30 P.M., and 3:30 P.M. Publicity: Bea Baris, Jack Berman Co., MU. 9-1546.		
Tuesday May 16	PRESS SHOWING: FALL DRESSES AND SUITS	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
10:30 A.M.	A group of Hannah Troy dresses and suits for Fall will be presented to the press. By invitation only. Publicity: Gladys Steiner, MU. 9-1630.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 16 12:30 P.M. Luncheon	PREVIEW: FALL & WINTER BACK-TO-SCHOOL LINGERIE	M. C. SCHRANK CO. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	M. C. Schrank Co. will invite the press and trade to a preview of Fall and Winter back-to-school lingerie fashions. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4281.		
Tuesday May 16 2:30 P.M.	FIRST N.Y. SHOWING OF ISRAEL MERCHANDISE	SERVICE FOR PALESTINE (2 PARK AVENUE)	HOTEL PLAZA BAROQUE ROOM
	Presentation of high-fashion knitwear, including sweaters, pullovers, cardigans, twin-sets, jackets, skirts, manufactured by Aled Ltd. of Tel Aviv, Israel. There will also be a display of men's and women's shoes and accessories, made in Israel. Attendance by invitation only. Contact: Dell Feuerlicht, Service For Palestine, Inc., MU. 6-8160.		
Tuesday May 16 3:00 P.M.	PRESS PREVIEW: FALL SHOE COLLECTION	NEWTON ELKIN SHOE CO.	SHERRY-NETHERLAND CHANTECLAIR ROOM
	Mr. Albert H. Bogutz, president of the Newton Elkin Shoe Co., will invite the press to a preview of their Advance Fall Shoe Collection. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Tuesday May 16- May 18	ANNUAL TOILET GOODS CONVENTION	TOILET GOODS ASS'N. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA ASTOR GALLERY
	Fifteenth Annual Birthday and Convention of The Toilet Goods Association. Price of tickets: \$8.50 per day; or, \$22.50 for three days (luncheon included). Contact: Mr. A.R. Ludlow, Jr., 1100 Adams Street, Hoboken, N.J. Publicity: Toilet Goods Association, CO. 5-5443.		
Wednesday May 17 11:00 A.M. Luncheon	PRESS PREVIEW: "BRIEF" COATS AND SUITS	PEGGY DIAMENT, INC.	512 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Peggy Diamant will present her Fall collection of coats and suits in junior and "brief" sizes to the press. Luncheon after the show. By invitation only. Resident buyers' preview on <u>Thursday, May 18</u> , at 11:00 A.M. Trade opening <u>Friday, May 19</u> at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	Subject: "Home Furnishings Have Become A Fast Track--Do You REALLY Know What Is Going On Today?" Speaker: Charles W. Wood, Divisional Merchandise Manager of Home Furnishings, Associated Merchandising Corporation. Chairman: Melva Chesrown. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.		
Wednesday May 17 2:30 P.M.- 3:30 P.M. Luncheon	BENEFIT SHOW OF CUSTOM FASHIONS	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
	Sydell-Marie-Yates will present their Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns for benefit of Sophie Ginsberg Chapter of H.I.A.S. Contact: EL. 5-8729.		
Wednesday May 17 4:00 P.M. Cocktails	PREVIEW: ADVANCE FALL COLLECTION	ARNOLD & FOX, INC. (530 SEVENTH AVE.)	400 PARK AVENUE MR. DORIAN'S HOME
	Arnold and Fox will present the Advance Fall collection of daytime, cocktail and evening dresses, designed by Miguel Dorian, at a cocktail preview for the press. Attendance by invitation only. Contact: Pauline Greene, Lawrence Esmond Advertising Corp., MU. 2-8298.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 17-	HANDBAG OPENING IN CALIFORNIA	LA JOLLA HAND-MADES	607 S. HILL STREET LOS ANGELES, CALIF.
May 24	Fall line of La Jolla Hand-Made leather bags, belts, jewelry and gloves will be shown with Fall sportswear. Contact: M. Waterbury, Vandyke, 5719, L.A.		
Thursday May 18 10:00 A.M.	ANNUAL MEETING OF FRAGRANCE FOUNDATION	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA BASILDON ROOM
	The Fragrance Foundation will have a meeting for members, non-members and press. By invitation. Contact: Miriam Gibson French, Fragrance Foundation, PL. 7-2817.		
Thursday May 18 12:45 P.M. Luncheon	SHOWING OF ARMED SERVICES UNIFORMS	ARMED FORCES OF THE U. S. A.	HOTEL PIERRE COTILLION ROOM
	"A Pageant of Patriotism"--historic cavalcade of Armed Services Uniforms, from Revolutionary days to today, will be presented in cooperation with the Army, Navy, Air Force and Marine Corps to commemorate Armed Forces Week. The showing will include uniforms created by Hattie Carnegie and other designers, for WACS, WAVES and nurses. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Public Relations for Armed Forces: Lt. Col. Roswell P. Rosengren or Lt. Lenora Cofer, RE. 2-9100, Ext. 794. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Thursday May 18 2:00 P.M. And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW	MERRIMACK MFG. CO. (1450 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
	The Merrimack Manufacturing Company will present velveteen, corduroy and rayon blends in daytime, sports, evening and hostess fashions for Fall. Designed by: Elizabeth Arden-Castillo; Louella Ballerino; Fira Benenson; Brigance; L. Brogan; Oleg Cassini; Ceil Chapman; Jane Derby; Ruth Fair; Anne Fogarty; Howard Greer; Edith Head; Jeri Holmes; Helen de Huene; Merry Hull; Joel; De De Johnson; Judy n' Jill; Kane-Weill; Tina Leser; I. Magnin & Co.; Philip Mangone; Addie Masters; Justin McCarty; Monte-Sano & Pruzan; Nardis Sportswear; Neiman-Marcus; Clare Potter; Raelson; Ben Wallace; Joseph Whitehead; Emily Wilkens. Commentator: Maggi McNellis. For press and retailers at 2:00 P.M.; manufacturers at 5:30 P.M. By invitation only. Contact: Mildred E. Pfeifer, Robert B. Grady Co., AL. 4-3660.		
Thursday May 18 2:30 P.M.	SHOWING OF BEACHWEAR AND COTTONS FOR SUMMER	MARTIN'S (BROOKLYN)	5TH FLOOR BEACHWEAR SHOP
	Martin's will present a collection of Summer cottons and beachwear. Press by invitation. Open to public. Publicity: Rita Dobbins, TR. 5-3100.		
Thursday May 18 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
	Annual fashion show by students in the Dept. of Costume Design & Construction. Admission \$1.20; \$2.40. Contact: Elizabeth Wenig, PL. 8-2943.		
Thursday May 18 4:30 P.M.	JEWELRY AND FASHION DISCUSSION AT MEETING	FASHION ADVISORY COMM. JEWELRY & ALLIED IND.	HOTEL MADISON 15 EAST 58TH ST.
	Subject: "Precious Jewelry"--The design relationship of jewelry and fashions with a statement by Sophie of Saks Fifth Ave., on "Why I Don't Make Jewelry"; and a response by Marc Koven, jewelry designer on, "Why I Don't Make Dresses". Chairman: Dorothy Dignam. Contact: Barbara Henderson, Sec'y of Fashion Advisory Comm., CH. 4-8186.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 20 1:00 P.M.	SHOWING OF JUNIOR BEACHWEAR FASHIONS Abraham & Straus' College Board will model beachwear fashions at the opening of the Junior Beachwear Center. Press invited. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR JR. SIZE CENTER
Monday May 22 3:30 P.M. Cocktails	BETTY BARCLAY FALL COLLECTION The Betty Barclay Fall Collection for Linsk will be presented at a fashion show and cocktail reception for the press and trade. Show at 4:00 P.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LINSK OF NEW YORK PHILA., & CALIFORNIA	HOTEL PLAZA BALIROOM
Tuesday May 23 9:30 A.M. Breakfast	PRESS SHOWING OF FALL SPORTSWEAR A press breakfast and presentation of Arrowhead Playclothes Fall collection. Trade preview at 3:30 P.M., followed by cocktails. By invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: Margaret Shelley, LA. 4-0111.	ARROWHEAD PLAYCLOTHES	550 SEVENTH AVENUE SHOWROOM--2ND FLOOR
Tuesday May 23 9:30 A.M. Breakfast	PRESS SHOWING OF FALL LINGERIE The semi-annual press preview of William Carter's Fall lingerie for juniors and women. By invitation only. Publicity: Helen D. Leaf, BBDO, EL. 5-5800.	THE WILLIAM CARTER CO. (NEEDHAM HEIGHTS, MASS.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday May 23 10:00 A.M.	PRESS SHOWING: FALL COATS AND SUITS Press presentation of Seymour Fox's Fall collection of coats and suits. Attendance by invitation only. Daily trade showings, beginning <u>Tuesday, June 6</u> , at 10:00 A.M. to 12:00 Noon; 2:00 P.M. to 4:00 P.M., by appointment. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Beginning Tuesday May 23 11:00 A.M.	OPENING: FALL DRESS AND SUIT COLLECTION Henry Rosenfeld's Fall collection of suits and dresses will be shown to press and trade at 11:00 A.M. and 2:00 P.M., daily. Contact: LO. 5-0400.	HENRY ROSENFIELD, INC.	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday May 23 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Presentation of Summer fashions by David Crystal, including Haymaker sportswear; Izod of London fashions for women; Izod of London men's leisure shirts. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. David Crystal Publ.: Liz Daly, LA. 4-7760. Waldorf-Astoria Publ.: Madeleine Riordan, Paul Stewart's Office, EL. 5-3000.	DAVID CRYSTAL	WALDORF-ASTORIA SERT ROOM
Tuesday May 23 4:00 P.M. Cocktails	PRESS PREVIEW: FALL DRESS COLLECTION Penart will present a Fall collection of misses dresses, designed by Margi Snyder. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.	PENART FASHIONS	1400 BROADWAY SHOWROOM-30TH FLOOR
Wednesday May 24 11:00 A.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION Press showing of Helitzer blouses and a new collection of separates for Fall at 11:00 A.M., followed by luncheon. Trade showing at 3:30 P.M. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	HELITZER BROS. & CO.	525 SEVENTH AVENUE SHOWROOM--14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 24 3:30 P.M. Cocktails 4:30 P.M. Show	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's semi-annual press preview of their Fall fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (<u>Trade showings at McMullen showroom, 475 Fifth Ave., beginning Thursday May 25, at 10:30 A.M. and 2:00 P.M.</u>). Publicity: Isabella Crawford, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday May 25 11:00 A.M. Aperitif	PRESS PREVIEW: NEW FALL COLLECTION Carl of New York will return to manufacturing with his Fall collection of junior coats and suits. Attendance by invitation only. Showing on <u>Friday, May 26, at 11:00 A.M.</u> for fashion coordinators of resident buying offices, resident buyers and publicity directors of retail stores. Trade showings from 1:00 P.M. to 5:00 P.M. daily, beginning <u>Tuesday, June 6</u> . Publicity: Ruth Hammer Assoc., EL. 5-7108.	CARL OF NEW YORK	230 WEST 38TH ST. SHOWROOM-17TH FLOOR
Thursday May 25 3:00 P.M.	PREVIEW OF FALL COLLECTION FOR PRESS Press showing of the Varden Petite Fall suit and dress collection. Attendance by invitation only. Publicity: Ann Pester, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
May 30	MEMORIAL DAY (Tuesday)--Legal Holiday.		
Wednesday May 31 11:00 A.M. Luncheon	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION Showing of the del Mar Sportswear collection for Fall at 11:00 A.M., followed by box Luncheon. Preview for resident buyers at 11:00 A.M., <u>Thursday, June 1</u> , followed by box luncheon. Attendance by invitation only. Continuous showings daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday June 1 4:00 P.M. Cocktails	FUR FASHIONS AT PRESS PREVIEW Leo Ritter will present his Fall fur collection at a cocktail preview for the press. Showing at 4:30 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROTHERS	HOTEL PLAZA WHITE & GOLD SUITE
Thursday June 1 4:00 P.M. Cocktails	FALL COLLECTION FOR RESIDENT BUYERS The David Crystal Fall collection will be presented at a cocktail preview for N.Y. resident buyers. By invitation only. Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M. Publ.: Liz Daily, LA. 4-7760.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Friday June 2 11:00 A.M.	PRESS PREVIEW: FALL FASHIONS B. H. Wragge will present Fall sportswear fashions at a preview for the press. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 2 2:30 P.M.	PRESS SHOWING OF FALL COATS & SUITS A presentation to the press of the Fall collection of coats and suits by Custom-Craft. Attendance by invitation only. Trade openings, beginning <u>Tuesday, June 6</u> at 10:30 A.M. and 2:30 P.M., with daily showings, thereafter, by appointment. Publicity: Adele Strassfield, PE. 6-1277.	CUSTOM-CRAFT CLOTHES	110 WEST 40TH STREET SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5 11:00 A.M. Aperitif	PRESS PREVIEW: ADVANCE FALL COLLECTION The International Dress Company will present their Advance Fall Collection to the press. By invitation only. Publ.: Viola Shefer, PL. 3-3173.	INTERNATIONAL DRESS CO.	1400 BROADWAY SHOWROOM-15TH FLOOR
Monday June 5 12:15 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER FURS Maximilian will present the Fall and Winter fur collection to the press. Showing promptly at 1:00 P.M. Attendance by invitation, which must be presented at the door. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	20 WEST 57TH STREET SALON
Monday June 5 2:30 P.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (designer, Arthur Schwartz) will present their Fall and Winter Collection, including a new group of Fredrica Casuals, to the press. Attendance by invitation only. Trade showings at 2:30 P.M. daily, beginning <u>Tuesday, June 6</u> . Publicity: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 5 5:00 P.M.	JACQUES FATH AMERICAN COLLECTION Showing for press and trade of the Jacques Fath Fall collection of dresses, designed in America exclusively for Joseph Halpert. By invitation only. The Joseph Halpert Fall regular collection will be presented daily in the showroom, 530 Seventh Ave., at 10:30 A.M. and 2:30 P.M., beginning <u>Tuesday, June 6</u> . Contact: Sam Moskowitz or Dorothy Wise, WI. 7-7400.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA JADE RM., ASTOR GALL.
Monday June 5 And June 6 9:00 P.M. Supper; Dance	1950-1951 FUR FASHION SHOW Fur fashions for the coming year will be shown by 100 wholesale fur designer and manufacturer members of the Associated Fur Manufacturers, to buyers and press at supper and dance. Buyers by reservation; contact: Associated Fur Mfr's., Inc., 101 W. 30th St., PE. 6-4858. Press by invitation. Publicity Director: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MANUFACTURERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday June 5	OPENING OF FOCA FALL COLLECTIONS Guild members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.	FASHIONS ORIGINATORS' GUILD OF AMERICA GRABOIS, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC.	INDIVIDUAL NEW YORK SHOWROOMS PAUL PARNE CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.

<u>Week Of June 5</u>	<u>OPENING OF FALL SPORTSWEAR LINES</u>	<u>THE SPORTSWEAR GUILD</u>	<u>MANUFACTURERS' SHOWROOMS</u>
	Members include: ADLER & ADLER, INC.; DAVIDOW; DAVID M. GOODSTEIN, INC.; KANE-WEILL; MUTUAL-ROSENBLUM CO.; CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO.; SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. Contact individual manufacturers.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 6 12:00 Noon	PREVIEW OF FALL COLLECTION The Fall collection of Diminutives, Inc., will be presented to the press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday June 6 2:30 P.M.	PREVIEW OF FALL FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Fall fashions "For America's Juniors", at a preview <u>for buyers only</u> . Attendance by invitation. (Press show at later date.) Publ. for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI. 7-5374.	EMILY WILKENS (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Tuesday June 6 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO Russek's annual Champagne Party for the press with a presentation of Ralph Marano's custom furs. By invitation only. Publ.: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Tuesday June 6 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1950 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste". Press by invitation. For "Glamour" tie-in stores and buying offices. Contact: Nina Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Wednesday June 7 9:30 A.M. And 2:30 P.M.	FOURTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" will present its 14th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Prom. Dir., MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Wednesday June 7 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Semi-annual luncheon showing by the Millinery Designers' League, with a presentation of advance Fall hats. Press by invitation. Price of tickets will be announced later. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday June 7 1:15 P.M.; 4:00 P.M.	FALL COLLECTION OF SPORTSWEAR Janice Milan's Fall collection of sportswear, designed by Mildred Orrick, will be presented to the press and trade. Contact: Barbara Fields, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Wednesday June 7 4:00 P.M.- 7:00 P.M. Cocktails	NATIONAL SEWING CONTEST FASHION SHOW FOR PRESS Prize-winning home-sewn garments, entered in the tenth annual National Sewing Contest, will be presented at a fashion show for the press. Commentator: Alma Kitchell. Showing at 5:00 P.M. By invitation only. Publicity: Grace Turner, Win Nathanson & Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 8 10:00 A.M.	"FLICKER FASHIONS"-- ANNUAL CLINIC The 1950 Parents' Magazine Fall Fashion Clinic, with a showing of mid-century Fall Fashions for Infants, Children, Girls, Sub-Teens, and Boys. Director: Mrs. Beryl Tucker, Fashion Editor. Tickets: \$5.00. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 8 10:30 A.M.	PREVIEW OF FALL COLLECTION A preview for the press and trade of the Fall collection of Martini Designed fashions by Sylvan Rich. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Thursday June 8 3:30 P.M. Cocktails	PRESS SHOWING: FALL FOUNDATION GARMENTS Preview of Fall foundation garments by Artistic Foundations--Flexees, Showing at 4:00 P.M. Attendance by invitation only. Publicity: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Monday June 12 4:30 P.M. Cocktails	PREMIERE N.Y. SHOWING OF FALL COLLECTION Howard Shoup of Beverly Hills, California, formerly affiliated with M-G-M studios, will present his Fall collection of afternoon and evening clothes (to wholesale from \$49.50 to \$250.00) at his first N.Y. showing for the press and trade. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	HOWARD SHOUP (BEVERLY HILLS)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 13 10:30 A.M.; 2:30 P.M.; 4:30 P.M.	FALL OPENING FOR PRESS AND TRADE Kiviette will present her "complete costume" idea in formal afternoon and evening wear for Fall, to the press and trade. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Roberta D. Miles, PL. 9-2675.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SHOWROOM-3RD FLOOR
Tuesday June 13 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Press showings of original design custom furs at 11:30 A.M., to be followed by a Champagne Buffet Luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON
Tuesday June 13 4:00 P.M. Tea	SHOWING OF ADVANCE FALL MILLINERY The Millinery Creators Guild will present Autumn hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tête; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats--Garfunkel Makers. For press and trade, by invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Tuesday June 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER WOOLENS Presentation of Fall and Winter woolens by Warren of Stafford at a cocktail party for the press. Attendance by invitation only. Contact: Clara Mellen, BR. 9-9692.	WARREN OF STAFFORD (450 SEVENTH AVENUE)	ST. REGIS HOTEL PENTHOUSE
Tuesday June 13 6:30 P.M. Cocktails, Dinner	FIFTH ANNUAL RAINWEAR FASHION PRESENTATION The New York Raincoat Manufacturers' Association will present the fifth annual fashion show at a dinner for the rainwear industry, buyers and the press. Attendance by invitation only. Publicity: Bea Baris, Jack Berman Co., Inc., MU. 9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 14 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON The Fashion Group will have a Ready-To-Wear luncheon meeting and fashion show (<u>originally scheduled for April</u>). Chmn: Gwen Randolph. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday June 15 5:00 P.M. Cocktails; Buffet	SEMI-ANNUAL FABRICS AND FASHION CLINIC Miron's semi-annual Merchandise and Fashion Clinic, to introduce the Fall fabrics collection. Buffet supper at 7:00 P.M. will follow the show. Attendance by invitation only, <u>for Miron's franchised piece goods stores and fabric press</u> . Publ.: Mrs. Eleanor W. Howard, Prom. Dir., LE. 2-8340.	MIRON MILLS, INC. (51 MADISON AVENUE)	TOOTS SHOR'S 51 WEST 51ST STREET
Tuesday June 20 9:30 A.M. Breakfast	BREAKFAST SHOWING OF FOUNDATION GARMENTS "There Is Nothing Like A Frame"--the Corset and Brassiere Exhibitors Guild will stage a fashion show during the industry's market week. Over 60 manufacturers will present the newest fashions in foundation garments. Breakfast will be served in the Winter Garden. Show production: Fashion Advertising Company. Guest Stars: Alice Pearce, Lou Hawkins, Jim Kirkwood, Lee Goodman. Attendance by invitation only. Publicity: Barbara Kling, Fashion Advertising Co., BR. 9-5050.	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN GRAND BALLROOM
Wednesday June 21 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING The Fashion Group will hold its monthly luncheon meeting. More details later. Chmn: Eleanor Howard. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (two per member). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday June 22 4:00 P.M. Cocktails	"PETALS AND PEARLS" LA TAUSCA FASHION SHOW The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Staging: Chester Gash, Merchandising Arts, Inc. Commentator: Faith Keane. Attendance by invitation only. Fashion Show Executive: Ruth Lerner, OR. 9-3350. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	RITZ-CARLTON HOTEL GRAND BALLROOM
Tuesday June 27 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Sally Victor will present a press preview of her Fall millinery collection. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Wednesday June 28 10:00 A.M. Coffee	PREVIEW OF FALL HAT COLLECTION Mary Goodfellow will present "Coffee and Hats" for the press at 10:00 A.M.; "Cocktails and Hats" for the trade at 4:00 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday June 28 12:15 P.M. Luncheon	MILLINERY MEETING AND FASHION SHOW "You CAN Sell Hats The Year 'Round!"--The Fashion Group will present hats especially created for this showing. Chmn: Dorothy Nash. Price: \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM

MOVIES...MUSIC...TELEVISION...THEATRE

- Week Of May 14
- THIRD WEEK: "CARNEGIE POPS" CARNEGIE HALL, 7TH AVE. & 57TH ST.
Third week's program: Sun., May 14: Soloists, Myra Leeds, coloratura soprano and Frank Gullino, violinist. Mon., May 15: Ballet music. Wed., May 17: Jean Graham, piano soloist. Thurs., May 18: Sondra Bianca, piano soloist. Fri., May 19: Famous Composers Night. Sat., May 20: Music from Broadway shows. Publicity: Janet Goossens, CI. 7-7460.
- Tuesday May 16
- PREMIERE: "THE JACKIE ROBINSON STORY" (Movie) ASTOR THEATRE, B'WAY & 45TH Eagle Lion presents the life story and rise to fame of a big league baseball player. Stars: Jackie Robinson and Ruby Dee. Producer: Mort Briskin. Director: Alfred E. Green. Costumes: Maria Donovan. Publicity: Ruth Cosgrove, PL. 7-1600.
- Wednesday May 17
- PREMIERE: "ANNIE GET YOUR GUN" (Movie) LOEW'S STATE THEATRE, 7TH AVE. & 45TH M-G-M presents the screen version of Irving Berlin's musical about the famed woman sharpshooter. Stars: Betty Hutton, Howard Keel, Louis Calhern, J. Carroll Naish. Producer: Arthur Freed. Director: George Sidney. Costumes: Helen Rose, Walter Plunkett. Publicity: Herbert Crooker, JU. 2-2000.
- Wednesday May 17
- PREMIERE: "IN A LONELY PLACE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Columbia Pictures presents a drama about a Hollywood writer, whose ungovernable rages make him a major murder suspect. Stars: Humphrey Bogart and Gloria Grahame. Producer: Robert Lord. Director: Nicholas Ray. Gowns: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Thursday May 18
- OPENING: "THE LIAR" BROADHURST THEATRE, 44TH ST. W. OF B'WAY Dorothy Willard and Thomas Hammond will present a musical comedy, based on the Carlo Goldoni classic, written about 1760. Director: Norris Houghton. Stars: William Eythe and Melville Cooper. Book: Edward Eager and Alfred Drake. Lyrics: Edward Eager. Music: John Mundy. Scenery: Donald Oenslager. Costumes: Motley. (Note Change of Date). Publicity: Sam Friedman, PL. 7-4380.
- Thursday May 18
- PREMIERE: "FATHER OF THE BRIDE" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST. M-G-M presents a comedy based on the novel by Edward Streeter. Stars: Spencer Tracy, Joan Bennett and Elizabeth Taylor. Producer: Pandro S. Berman. Director: Vincente Minnelli. Costumes: Helen Rose and Walter Plunkett. Publicity: Herbert Crooker, JU. 2-2000.
- Friday May 19
- PREMIERE: "CAGED" (Movie) STRAND THEATRE, B'WAY & 47TH STREET Warner Bros. drama exposing the harsh treatment endured by women in state prisons. Stars: Eleanor Parker and Agnes Moorehead. Producer: Jerry Wald. Director: John Cromwell. Publicity: Eve Siegel, CI. 6-1000.
- Friday May 19
- PREMIERE: "TICKET TO TOMAHAWK" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox release of romantic Technicolor musical about first days of railroad lines in the West. Stars: Dan Dailey, Anne Baxter, Rory Calhoun and Walter Brennan. Producer: Robert Bassler. Director: Richard Sale. Wardrobe: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Tuesday May 23
- REOPENING: "A STREETCAR NAMED DESIRE" CITY CENTER, 131 W. 55TH STREET Irene M. Selznich will again present Elia Kazan's production, starring Uta Hagen, Anthony Quinn, Jorja Curtright. Tickets: \$1.20-\$3.00. Publicity: Ben Kornzweig, LU. 2-3368.